



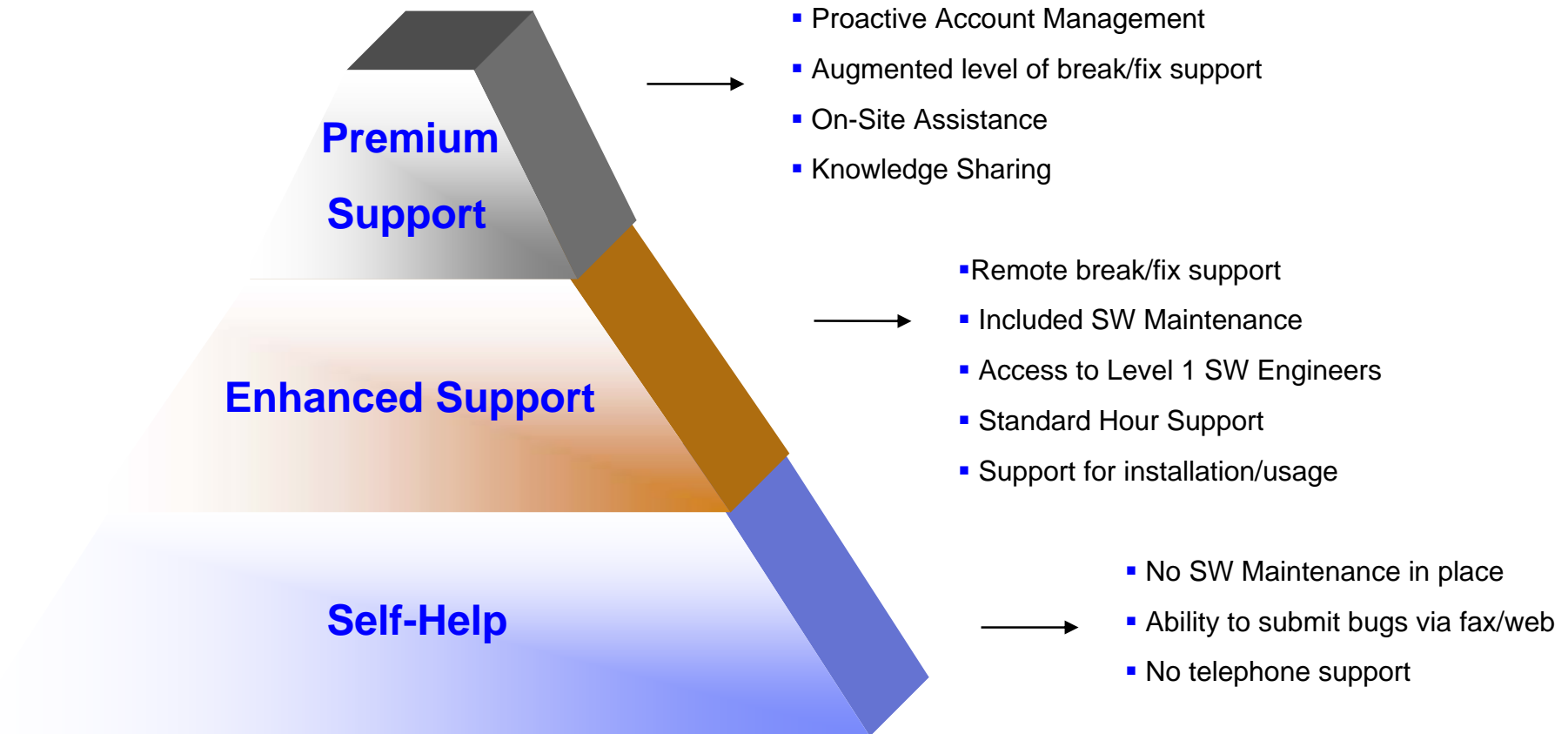
IBM Rational Software Development Conference 2006

Learn more about IBM Software Premium Support

Agenda

- **IBM Software Technical Support Solutions**
- **Enhanced Support : Your current support solution**
- **Enhanced Support : The correct solution?**
- **IBM Software Premium Support : The Vision**
- **The Benefits of IBM Software Premium Support**
- **IBM Software Premium Support Augments Enhanced Support**
- **IBM Software Premium Support Activities**
- **Q & A / Feedback / Next Steps**

IBM Software Technical Support Solutions



Premium Support is designed to build upon the support services offered via Enhanced Support

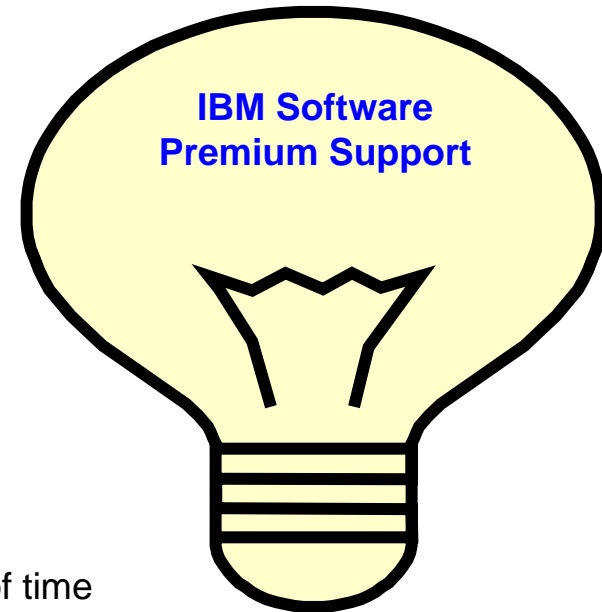
Enhanced Support – Your current support solution

- ✓ Immediate access to Level 1
- ✓ Standard hour support for Severity 2 – 4 incidents (PMR)
- ✓ 7 x 24 support for Severity 1 incidents
- ✓ Support around short-duration problems, usage, installation, etc
- ✓ Electronic incident submission/tracking
- ✓ 2 hour response time goal during prime shift



Enhanced Support – The correct solution?

- ✓ “Assess the impact of SW deployment to mitigate risk”
- ✓ “IBM SW is Mission Critical & High Availability is Crucial”
- ✓ “How can I improve time to resolution”
- ✓ “How can I do MORE with LESS”
- ✓ “One minute of downtime is too long”
- ✓ “I need on-site assistance”
- ✓ “Proactive guidance and problem prevention”
- ✓ “Better access to SW Development Labs”
- ✓ “Stronger relationship with skilled IBM resources”
- ✓ “I need quicker access to deeper technical skills”
- ✓ “Where can I find best practices and known issues ahead of time”
- ✓ “Help me to enhance the skill set of my team”



When Is Premium Support Appropriate?

Standard Maintenance	IBM Software Premium Support
High-quality standard support	Standard Maintenance + More
Standard environments	Complex environments
Stable environments	Frequent changes, enhancements
Routine uses of IBM software	Cutting-edge uses of IBM software
Reactive	Proactive
Open to all, regardless of skills	For senior IT staff
For later adopters of technology	For early adopters
High-volume approach	Customized, personalized

IBM SW Premium Support Augments Enhanced Support

Standard Maintenance	IBM Software Premium Support
High-quality standard support	Standard Maintenance + Proactive, personalized, & customized service
Each problem managed, status provided by different person	Consistent contact manages problems, reports status
Designed for high volumes, standard environments	Designed for customized delivery, complex environments
Effective for stable environments with minimal changes	Recommended for environments with frequent changes
Suitable for routine uses of IBM software & later adopters of new technology	Recommended for cutting-edge uses of IBM software & early adopters of new technology
Reactive: when problems occur, customers call us	Proactive: we alert customers to potential problems
Open to all customers, regardless of skills or job role	Designed for senior IT staff responsible for critical systems

Premium Support: Value Added

Component	Standard Maintenance	Premium Support
Type of Support	Reactive, responding to issues as they occur	Proactive, seeks to prevent issues or mitigate impact
Personalized Contact	None	<ul style="list-style-type: none"> ■ Premium Support Manager (PSM) ■ Premium Support Analyst (PSA)
Call Center Access	Standard	Priority call handling
Escalation	Via Rotating Duty Manager	Customized updates by Premium Support Mgr
Issue Management	Each problem owned by different IBM engineer, client self-manages	PSM coordinates open issues
Reports and Issue Reviews	None	Regular reports status reviews
Proactive Notification	None	Assistance with planning changes
Defect Alerts	Self-help web monitoring	Proactive advisories applicable to client's environment
Cross Brand Coordination	Standard process	Via Premium Support Manager
Exception Handling	Sev 1's only	PSM facilitates exception support for critical periods, i.e. large migrations or upgrades that may occur off hours.
On Site Service	None	Yes – per number purchased
Emergency On Site Assistance	None	Yes – per number Purchased
Technical Advice	Web resources, for-free services/events	<ul style="list-style-type: none"> ■ Conference calls ■ Scheduled events ■ Premium Support Analyst
Technical Documents	Self-help on web	<ul style="list-style-type: none"> ■ Documents proactively pushed ■ Access to non-public documents ■ Periodic reports

IBM Software Premium Support : The Vision

Focused Relationship With Support

Proactive Guidance



Problem Management & Reporting

Knowledge Sharing

The Benefits of IBM Software Premium Support

Proactive Support

We alert customers to newly- discovered problems & how to avoid them

Skills Transfer

We coach customers to make fewer errors, create fewer problems

Planning Change

We assist customers in planning upgrades & other changes to minimize risk



Reduce Costs Through
Reducing Number of
Problems Encountered

The Benefits of IBM Software Premium Support

Skills Transfer

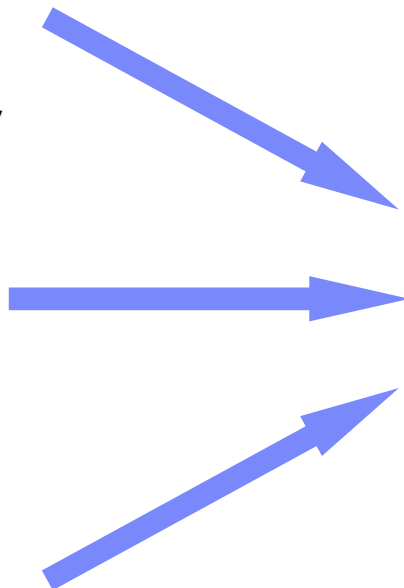
We coach customers in how to triage problems knowledgeably & efficiently

Take Direct Action

When customers purchase an on-site engineer, we do the triage for them

Best Resource

Because we know customer's environment, we can quickly match expertise to the need



Reduce Costs of
Dealing with
Problems Through
Faster Resolution

The Benefits of IBM Software Premium Support

Proactive Support

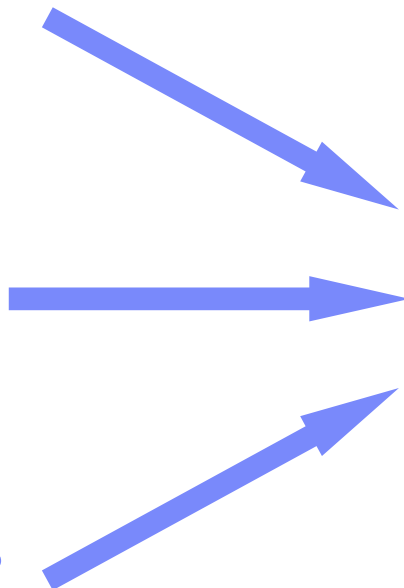
We help customers avoid known problems & manage risks of change

Skills Transfer

We coach customer team on knowledgeable operation & efficient practices

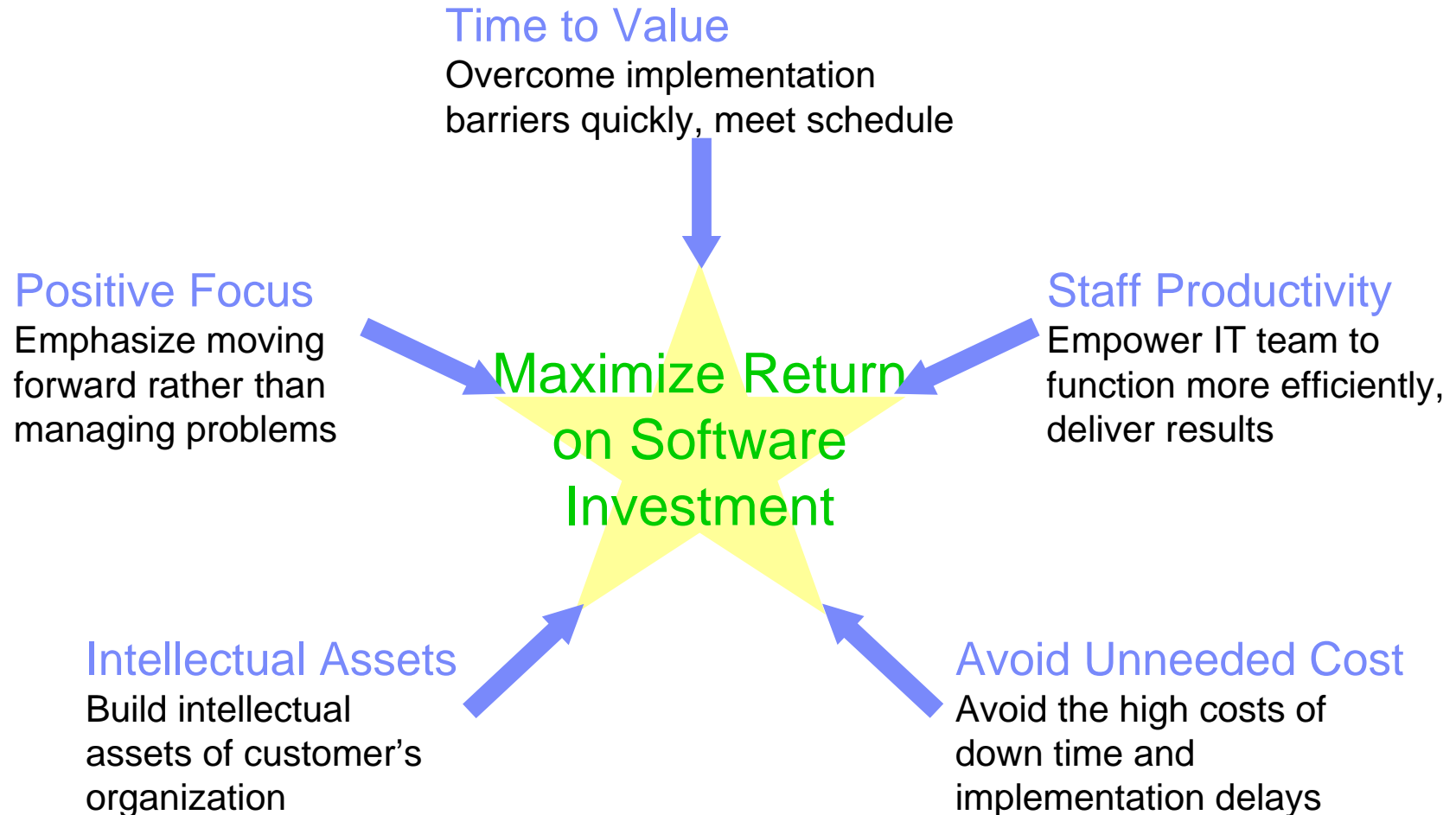
Manage Problems

We take over problem management, reporting, & status updates



Increase Staff Productivity

Ultimately, These Benefits Point To...



IBM SW Premium Support Activities

Facilitate Customer's Support Interaction

- Assist in Problem Characterization
- Manage Problems, Escalate as Needed
- Produce Reports
- Customer's Advocate to Development
- Rapid Path to Senior Technical Resources

Proactive Planning for Environment Changes:

- Attend Planning Meetings via Phone
- Provide Technical Information
- For Software Change Management, New Projects

Develop Working Knowledge Of:

- Customer's Processes
- Customer's Technology Environment
- Customer's Team
- How Customer Uses IBM Software

Skills Sharing

- Proactively Push Flashes, White Papers
- Technical Conference Calls for Customers in Our Program
- Partner with Customer in Building Skills of their Staff Through Coaching, Workshops

Thank You!

If you would like more information, please visit us at:
<http://www-306.ibm.com/software/support/premium/>

Or

Send your questions regarding IBM Software Premium Support to:
ltsmktg@us.ibm.com